TIMES-VIRGINIAN

In The Heart of Virginia's Dark Tobacco Belt
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OPPORTUNITY IN PLASTICS INDUSTRY

(The Atlanta Journal)

In a report prepared for the Southern Association of Science and Industry, Dr. Raymond B. Seymour, formerly director of the University of Chattanooga's Industrial Research Institute and now executive vice-president of Atlas Mineral Products, Inc., has provided some challenging data for the South.

In a survey he conducted Dr. Seymour found that the basic ingredients for 90 per cent of the entire plastics industry are available in this region. The South produces, for example, 70 per cent of the nation's petroleum and nearly 50 per cent of its coal. Moreover, it has adequate supplies of water, power and fuel and accounts for a large share of the rubber goods produced in the country.

Furthermore, the potential plastics markets in Dixie are almost unlimited, and though it is already a multimillion-dollar industry, plastics manufacture is still in its infancy.

In the face of this abundant supply of raw materials and the tremendous market existing within the region itself, the South today possesses less than 10 per cent of the nation's plastics manufacturing plants.

Why?

One of the principal reasons seems to be the deficiency in technical and scientific manpower. Yet that deficiency today is being overcome. Four of this country's 22 institutions of higher learning which offer courses in plastics are located in this region. The South also supports now 11 plastic research laboratories, although this seems a mere drop in the bucket when compared with the total of 2,443 such laboratories over the nation.

As Dr. Seymour points out, several plastics manufacturing plants have been established in the South in recent years. Also, he adds optimistically, "there is every reason to believe that large plastics firms will continue to invest in Southern manufacturing facilities."

What now is needed in a continuing emphasis upon education and research in this field. There is no reason why we should not reap the rich dividends of a growing plastics industry.

PUTTING HUMAN NATURE TO WORK

(The Rotarian)

We were taking a large loss in our store's produce department because thoughtless customers insisted on pinching fresh fruit and melons, spoiling them for future sale. Hesitating to put up a "Don't Touch" sign, I pasted a pin-up girl on a card, then lettered under her, "Don't squeeze me till I'm yours." Our losses quickly turned to profit.

Homemakers' Items

Homemakers' Items - - -
Housing Notes

By Mary Settle,

Extension Housing Specialist

Do you have a kit of tools and supplies for making small repairs?

Maybe you do own a hammer, a screwdriver, a wrench, and some nails. But you are not sure where they are. If you don't have a tool chest, get a box or basket in which to keep such items together in a safe place. Then when a step must be repaired, or a faucet washer changed, you can do it more promptly.

If you would like a suggested list of tools and supplies for a household tool kit, ask for MI-24 "Tooling up for House Repair Jobs."

The number of new non-farm dwelling units started in the United States during the first four months of 1151 was 16 per cent below that of the first quarter of 1950. This indicates that government efforts to slow down the rate of house building is beginning to take effect. The slow-down is expected to become more noticeable.

House remodeling today should put first emphasis on changes which protect health, increase safety, and make work easier. Remodeling for appearance only has become a luxury which does not fit into the defense program.

Paint has great value for protecting wood and other surfaces from dampness and wear. To get best results, however, the surface being painted should be smooth, clean, and perfectly dry.

If you have a home heating system with radiators, be sure to use the right kind of paint on them. Metallic paint used on radiators acts like insulation and reduces the heating efficiency. Use instead a flat wall paint to blend with wallpaper, or the same paint as that used on the walls. This practice increases heat efficiency by 10 to 15 per cent.

Millions Made From Tourists

Virginia had approximately eight times as many out-of-state motorists as had Florida in the course of the last year, R. F. Nelson, managing director of the Virginia Travel Council, told the Virginia Personnel Conference of the Virginia Retail Merchants Association Monday at Natural Bridge.

State Highway Commission figures quoted show that Florida was entered by 1,237,830 passenger cars from other states last year and Virginia by more than 10,000,000. Air, rail, bus and boat traffic to Florida, however, were far heavier than similar recreational travel to the Old Dominion.

"We have the finest product to sell in Virginia of any state, we have the customers actually within our gates, but it takes salesmen and too few Virginians are salesmen for Virginia," Nelson said.

He urged that every retailer add Virginia to his line of merchandise and concentrate on seeing that Virginia's visitors miss none of her attractions.

"The Virginia Travel Council goal is a billion dollar travel business for Virginia," he told the retailers. "All that we lack is the will of the people of Virginia to make it an accomplished fact." He said that $17,000,000 was spent to increase and improve travel facilities last year and that $20,000,000 more is contemplated.

He quoted the value of out-of-state travel to Virginia as $400,000,000 and of travel including Virginians' expenditures for vacations within the state as $530,000,000. He said tourists contributed $7,200,000 to highway construction funds last year, and that the cash received by farmers for all farm products last year was $448,054,000.

Listen to "The Country Editor" each Friday at 7:15 P. M. over WWOD.

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Red Cross Bloodmobile was in Appomattox Tuesday.

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A Speciality
Send Us Your Repair Work
We Pay Postage

Rocks

Rocks, June 18.- Farmers are busy plowing corn and planting tobacco.

A. T. Anderson and Rodney Roach returned from Southwest Virginia last Monday.

Johnny and Frank Roy Ranson have the mumps.

The Rocks and Bethany Home Demonstration Clubs held the June meeting with Mrs. Z. V. Harvey at Evergreen Thursday night.

Mrs. Flossie Hubbard, of Pamplin spent Thursday night with Cassie Baldwin.

Stanley Roach celebrated his birthday last Saturday.

The Daily Vacation Bible School will begin at Rocks the first week in July.

Prayer meeting was held Wednesday night at the church.

Mrs. Allen Franklin and mother, Mrs. L. K. Almond had charge of the prayer meeting.

Mrs. Maude Ranson, Mrs. Rhony Wash, Mrs. Edward Lancer, Mrs. M. H. Marks, Mrs. D. R. Inge, Mrs. Toby Inge, and Audrey, Cassie Baldwin and Mrs. Flossie Hubbard attended the home demonstration club meeting in the home of Mrs. Z. V. Harvey Thursday night.

Mr. and Mrs. Lewis Dickerson and children were in Lynchburg Wednesday.

Quite a few of the young folks attended the funeral of their classmate, Harold J. Jamerson, Friday at Pamplin.

Deepest sympathy is extended to the loved ones.

A short Fathers' Day program was given at Rocks Sunday after the Sunday School hour. May each one whose father is living appreciate them.

Mr. and Mrs. Jim Frank Ranson and children were visiting Mr. and Mrs. T. A. Foster at Darlington Heights Sunday.

Mr. and Mrs. Robert Roach and children were visiting the Hannah's near Hurtsville Sunday.

Mr. and Mrs. Wiley Dickerson and children, of Lynchburg and Mr. and Mrs. Hudson Dickerson and Daisy, of Brookneal were dinner guests Sunday of Mr. and Mrs. Lewis Dickerson and family.

Mr. and Mrs. Edward Ranson, Mr. and Mrs. M. H. Marks, Mrs. D. R. Inge, Cassie Baldwin and Mrs. J. B. Wilson attended the home coming at Red Oak Sunday.

Mr. and Mrs. Rodney Roach, of Lynchburg were visiting her grandmother, Mrs. W. F. Ranson Sunday.

Lewis Dickerson has returned to the barber shop at Appomattox.

Friends are sorry to hear that Kermit Paulette entered the hospital in Lynchburg Sunday. We wish him a speedy recovery.

Evergreen

Evergreen, June 18.- Mrs. L. E. Coleman, of Roanoke spent last week in the home of Miss Blannie Evans and family. Mrs. W. L. Brown, of Appomattox visited in this same home last week.

Mr. and Mrs. Herbert Greene, of Farmville spent Sunday with Mrs. Juddie Glover and family.

Mr. and Mrs. W. H. Smith and son, Freddie have returned to their home in Alexandria after a week's visit with her parents, Mr. and Mrs. W. E. Warriner.

Those who called to see Mr. and Mrs. Alfred Reynolds over the week-end were Mrs. T. D. Harris and four children, of Vera; Mrs. Juddie Glover and daughter, Mr. and Mrs. Herbert Greene, of Farmville; Paul Ferguson and son, of Lynchburg and A. B. Ferguson.

J. L. Evans spent the week-end in Catawba with his wife.

Clifford Fincham and Miss Elnora Glover spent Sunday in Richmond visiting Raymond Fincham, who is a patient at the McGuire Hospital.

Mr. and Mrs. T. E. Cheatham spent last week at the Appomattox Hotel with his parents.

Mr. and Mrs. J. C. Staples visited their daughter and family, Mr. and Mrs. Sam White, of Lynchburg recently.

Miss Juanita Harris is now spending some time with her aunt, Mrs. Juddie Glover.

Mrs. Mary Sullivan, of Lynchburg is spending this week with her parents, Mr. and Mrs. G. W. Glover.

We are glad to welcome Robert Harris and Jay Stewart home for the holidays.

Those visiting Mrs. W. E. Warriner recently were Mrs. John Young and Mr. and Mrs. J. C. Staples.

Mrs. Milton Hudson is a patient in the hospital. Her many friends wish her a speedy recovery.

Mrs. Tony Ferguson spent last Sunday with her daughter and family, Mr. and Mrs. Floyd Austin.

Evergreen, June 19.- Mr. and Mrs. Chapman, of Farmville, spent the week-end in the home of Mr. and Mrs. A. B. Johnson.

Mrs. T. E. LeGrande, of Petersburg, and daughter, Mrs Sam Beach of Wilmington, Del., are spending the summer here at her home.

Mr. and Mrs. J. K. Hamilton and boys were visiting in the home of the Rev. and Mrs. C. G. Carter, at Charlottesville Sunday.

K. C. Paulette and Mrs. M. L. Hudson are patients at the Virginia Baptist Hospital.

Bob Harris and Jay Stewart are home from college for the summer.

Dan Harvey, U. S. Navy, is spending a furlough with his father, R. P. Harvey.

Steve Chapman, of Farmville, spent the past week with Julian Johnson.

Mr. and Mrs. T. A. Ferguson of Appomattox were dinner guests on Sunday in the home of Mr. and Mrs. F. H. Austin.

Dinner guests Sunday in the home of Mr. and Mrs. H. T. Ferguson were Mrs. B. M. Ferguson and Clyde Ferguson and son, of Rocky; Mrs. Oscar Sinclair and son, Duvall, and Mr. and Mrs. Leslie Woodridge and children, of Timberlake; Mr. and Mrs. Sam Ferguson, of Appomattox; Mrs. W. C. Doss and daughter, Dorothy; Mr. and Mrs. W. C. Doss, Jr., and son, of Galts Mill; Mr. and Mrs. W. T. Puckett and family, of Pamplin, and Mr. and Mrs. C. J. Paulette, of Evergreen.

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This is especially true in the matter of your insurance. This agency has been paying claims in this section of Virginia for 34 years.

We represent nothing but old, strong, capital stock insurance companies. The oldest company in our office is the oldest in the world - The Sun Insurance Office, established in 1710.

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But--

The volume of total bank loans has reached a record high, and

Prices for goods and services have reached such record levels that

The time has come to apprecciy the brakes, unless we wish to encourage further price inflation.

Banks have been asked to refrain from making speculative or inflationary loans.

Before you borrow, ask yourself the question, "Will this loan encourage the production, processing, or distribution of goods and services supplying the essential day-to-day needs of the country?" If the answer is "No," think twice (or three times) before borrowing. BUY ONLY WHAT YOU NEED. SAVE ALL YOU CAN.

Let's help lick inflation!

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Appomattox, Virginia

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$10,000.00 Maximum Insurance For Each Depositor $10,000.00

Liberty Chapel

Liberty Chapel, June 19.- Mrs. Sparks, of North Carolina, is spending some time with her sister, Mrs. J. H. Reynolds.

W. W. Thornhill spent last week in Roanoke and Abingdon with his sons.

Mr. and Mrs. Jessie Harvey, Jr. and Miss Gloria Ann Lewis were supper guests Sunday evening of Mr. and Mrs. Paul Thornhill.

John Mann and son, Kenneth, Miss Mildred Mann and Billy Coleman spent the week-end in Washington with relatives.

Mr. and Mrs. Marvin Reynolds visited Mr. and Mrs. Hunter Jamerson Wednesday night.

Mr. and Mrs. Percy Garrett were supper guests Monday evening of Mr. and Mrs. Jessie Harvey, Jr.

Billy Southworth resigns as the manager of Boston Braves baseball team. Replaced by Tommy Holmes.

Bring the Family!
Enjoy tasty food, and popularly priced, too!

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Next to Lee Theatre Appomattox, Va.

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Cars costing many hundreds more, can't beat Ford's smooth, level bounce-free ride. New *Automatic Ride Control* is the secret! It's a team of new ride features that *automatically* and continuously adjusts Ford's ride to each and every changing road condition!

In Room!

YES, ROOMIER THAN ALL OTHERS IN ITS FIELD!

Only Ford in *all* the low-price field offers you a full five feet of hip room. Ford's trunk . . . with over 24 cubic feet of volume . . . is at least *one suitcase* bigger than that of any other low-priced car.

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WIDEST SELECTION OF MODELS . . . WIDEST CHOICE OF COLOR, UPHOLSTERY AND TRIM COMBINATIONS IN ITS FIELD!

With sixteen different models, Ford offers the greatest choice in the low-price field. And Luxury Lounge Interiors are "Color-Keyed" to exterior finishes.

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WITH THE MOST BRAKES, THE LIGHTEST STEERING!

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